



## FREQUENTLY ASKED QUESTIONS

### For Licensees and pub managers

#### LISTINGS

**1. How do I get listed on stayinapub.co.uk?**

- Go to the 'List my Pub' page on our website: [www.stayinapub.co.uk](http://www.stayinapub.co.uk)
- Fill in your contact and billing details
- Our Content Team will then contact you to prepare your listing
- Once we have completed your listing page, you will have the opportunity to approve it before going live. We will not list your pub until you are happy with the content we have created.
- Full member pubs will be contacted by the Marketing and PR Manager to discuss the launch of your listing

**2. What type of listing should I choose?**

- There are two options:
  - a) 'Membership' – for pubs wishing to benefit from our full support package. This includes on-boarding, page curation, marketing support and priority listing which will double your potential views. Membership fees can be paid monthly or annually
  - b) 'Basic' – this is a no-fills 'pay as you go' option

**3. What additional benefits do I get with a 'Membership' listing?**

- Your pub will be prioritised in regional searches - typically doubling page views
- Featured pub status for your pub on our Homepage in the first month and promotion via social channels and e-newsletters
- Access to our 25,000+ followers on Facebook, Instagram and Twitter
- Inclusion in our e-marketing to 20,000+ subscribers
- You are part of our membership community benefiting from access to our digital marketing experts, promotions, industry advice, and guidance
- PR support and introductions to travel writers and bloggers
- Access to money-saving member's deals

**4. How much does a listing cost?**

- There are two options:
  - (a) Membership: £195 p.a. or £18 p.m\* plus commission
  - (b) Basic listing: £50 one-off set-up fee\* plus commission

**5. How much commission do you charge?**

- We charge 10% commission on all completed stays through our website\*

\* Plus VAT

## CONTENT

### 6. What content do I need to supply?

- You will be asked to complete a short online form requesting basic details about you, your pub and its accommodation
- Our Content Team will then obtain as much information as possible from publicly available sources. They will follow up with you directly for any additional information and to check certain facts if required
- Pubs with good photographs including images of the external view of the pub, the bedrooms, the restaurant, food, and other facilities get many more views and bookings. We may ask you to provide us with up to date images if we are unable to source them from existing sources
- If you need some professionally taken pictures, we have negotiated a preferable rate with a photography agency with national coverage. Please contact us or visit the Partnerships section (on the About page) of our website for more information
- We will also include sample menus as part of your listing. 60% of guests are likely to eat with you during their stay increasing their overall spend by up to 50%. We may ask you to provide us with up to three sample menus if we are unable to source them from existing sources
- If you have chosen Membership, you can feature special or exclusive Stay in a Pub offers as part of your listing. Please ensure these are loaded in your PMS. Our Customer Relationship team can give you more information about offers once your listing has been completed

### 7. How long does the listing process take?

- We aim to complete all new listings within two weeks
- This will, however, depend on the provision of copy and images, integration with your PMS and turnaround time for sign off

## STAYLISTS

### 8. Who are Staylists?

- Staylists are StayinaPub's booking engine and payment collection partner
- All guest bookings are processed by the Staylists platform
- Staylists transfers guest payment details directly to your PMS enabling you to collect deposits and booking payments directly from guests
- Staylists is a well-established, UK-based, booking technology provider with clients including: Away with the Kids, Daily Mail Travel, Epicurean Collection and numerous regional tourism partners, including Visit East of England
- The Staylists platform has handled hundreds of millions of pounds of bookings; it's a 'battle-tested' product that is able to deliver instant booking for our website visitors
- Their systems enable us to connect to pub's Property Management System (PMS) to provide guests with real time pricing and availability information
- As our payment partner, all payments for pub commission charges and pub membership fees are collected by Staylists on our behalf

## CONNECTIONS

### 9. Can all pubs join Stay in a Pub?

- You must use one of the connected Property Management Systems (PMS) listed below to benefit from our 10% commission distribution channel
- We currently have integrations with 19 major PMS systems. Some require a separate connection to SiteMinder’s Channel Manager product
- Our booking engine partner, Staylists is continually adding new integrations. Please email us at [info@stayinapub.co.uk](mailto:info@stayinapub.co.uk) if your PMS is not on the list of connected PMS systems below.

### 10. Which PMS systems are you connected to?

- Our current connections are:

PMS	SiteMinder Channel Manager required?	PMS	SiteMinder Channel Manager required?
Alacer	Yes	<b>Inn Style</b>	No
Avvio	Yes	Little Hotelier	Yes
<b>Booking Button</b>	Yes - included	Mews Commander	Yes
Clock PMS	Yes	Opera	Yes
Elina PMS	Yes	Room Raccoon	Yes
<b>Eviivo</b>	No	Sirvoy	Yes
eZee Frontdesk	Yes	<b>SuperControl</b>	No
GuestCentric	Yes	Welcome Anywhere	Yes
<b>Guestline</b>	No		
<b>High Level Software (HLS)</b>	Yes		
<b>Hotel Perfect</b>	Yes - included		

- Some of our PMS connections also require pubs to use SiteMinder Channel Manager in addition to the PMS. These are shown in the table above

### 11. If I do not have a PMS or use one that is not on your list of integrations. Can I still join?

- Yes, one of our team will call you back with options that will enable you to join Stay in a Pub and benefit from our 10% sales channel
- Our booking engine partner, Staylists is continually adding new integrations. Please email us at [info@stayinapub.co.uk](mailto:info@stayinapub.co.uk) if your PMS is not on the list of connected PMS systems above

## **CONTRACTS & BILLING**

### **12. How will fees and commission be collected?**

- We do not deduct fees and commission from booking receipts – 100% of these are retained by you
- Our payment collection partner, Staylist will invoice you monthly and collect our fees and commission via direct debit
- As part of the sign-up process, you will be asked to complete billing Information including your bank details. This enables Staylists to collect fees and commission on our behalf
- You can choose whether to pay Membership fees annually or monthly
- Set-up fees (if applicable) are collected once your listing has been published
- Commission is collected monthly at the end of each month by direct debit
- NOTE: If you are an Eviivo PMS user, your current commission arrangements will remain unchanged

### **13. Will I receive an invoice or statement for the charges?**

- You will be sent a monthly invoice by Staylists detailing for commission charges on stays completed.
- Your first invoice will also detail any set up fees or membership fees

### **14. How long will my pub be listed?**

- Your pub will remain listed on our website as long as you continue to pay your membership fee and commission
- Membership will automatically renew each year unless you tell us you do not want to remain a member

### **15. Can I cancel my membership?**

- You can cancel your membership at any time, however we do not provide refunds

### **16. Why do I need to agree to the Booking Engine's Terms & Conditions?**

- We have partnered with a booking engine specialist called Staylists who we have appointed to process guest bookings and collect commission and membership fees from pubs on our behalf
- As guest bookings are processed by Staylists as an agent of the accommodation provider, the accommodation providers needs to have a separate agreement with Staylists
- Staylists works with many travel website curators and OTAs including Away with the Kids, Daily Mail Travel, Epicurean Collection and numerous regional tourism partners, including Visit East of England

## BOOKINGS

### 17. How does your booking process work?

- When a customer makes a booking on [stayinapub.co.uk](http://stayinapub.co.uk) a confirmation email is automatically sent to the guest from Stay in a Pub.
- Details of the booking, contact information and credit card are sent directly to your PMS. The source will be shown as Stay in a Pub.
- Guests can use the link contained in their confirmation email to amend or cancel a booking. Any amendment or cancellation will then link directly to your PMS.
- Special Requests will be sent directly to your PMS.
- Guest payments (deposits etc) will be made via your own PMS in accordance with your booking conditions.

### 18. How quickly will I receive the proceeds from bookings?

- Bookings via our website are transacted within your own PMS.
- The timing of receipt of proceeds from bookings are therefore determined by your own card merchant's terms and conditions. This is typically within 3-4 days.
- We do not withhold commission. Our commission is invoiced and collected separately so that you get full value from the booking, aiding your cash flow.

### 19. What about credit card charges? Who pays them?

- Because the payment is processed via your own PMS and card merchant service provider, you will continue to incur these costs just like a direct booking. There is no additional charge from Stay in a Pub.
- We can help you save money on card transaction costs. Ask about our exclusive Payment Gateway deal with Retail Merchant Services (RMS) which can save a typical pub over £3,000 a year.

**IF YOU WOULD LIKE TO TALK TO US ABOUT ANYTHING ELSE, WE WOULD BE PLEASED TO HEAR FROM YOU**

Telephone: 01206 752571  
Email: [info@stayinapub.co.uk](mailto:info@stayinapub.co.uk)



The Stay in a Pub team